

CENK KOÇAŞ

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SabanciUniversity
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ACADEMIC EXPERIENCE

- 2017-present** Professor of Marketing, Sabanci University,
- 2007-2017** Associate Professor of Marketing, Sabanci University,
- 2008-2012** Academic Director, Sabanci Holding Market Orientation Initiative,
- 2004-2007** Assistant Professor of Marketing, Sabanci University,
- 2000-2004** Assistant Professor of Marketing, Michigan State University,

EDUCATION

- 2000** Ph.D. in Marketing, Krannert Graduate School of Management.Purdue University, IN.
- 1995** M.B.A. Bogazici University, Istanbul. Major: Marketing.
- 1992** B.Sc. in Industrial Engineering, Bogazici University, Istanbul.

RESEARCH

Research Interests

Game theoretical models of price promotions, psychological pricing, consumption behavior of resources, evolution of online markets, industrial organization and psychological costs of stochastic service systems.

Refereed Publications

Koçaş, Cenk and Dogerlioglu-Demir, Kivilcim, (2019) " The 1 in 1,000,000: Context Effects Of How Numbers Cue Different Kinds Of Incidental Environmental Anchoring In Marketing Communications" *Journal of Business Research* (SSCI)

Koçaş, Cenk, Pauwels, Koen and Bohlmann, Jonathan (2018), "Pricing Best Sellers and Traffic Generators: The Role of Asymmetric Cross-selling" *Journal of Interactive Marketing*, Vol. 41, Feb 2018, pp.28-43. (SSCI)

Koçaş, Cenk and Akkan, Can (2016), "A System For Pricing The Sales Distribution From Blockbusters To The Long Tail" *Decision Support Systems*. (SCI)

Koçaş, Cenk and Akkan, Can (2016), "How Trending Status and Online Ratings Affect Prices of Homogeneous Products" *International Journal of Electronic Commerce*. Volume 20, Issue 3, pp.384-407. (SSCI)

Akkan, Can, Kulunk, Erdem and Koçaş, Cenk (2016), " Finding Robust Timetables for Project Presentations of Student Teams" *European Journal of Operational Research*. Volume 249, Issue 2, pp.560-576. (SCI)

Dogerlioglu-Demir, Kivilcim and Koçaş, Cenk (2015), "Seemingly Incidental Anchoring: The Effect Of Incidental Environmental Anchors On Consumers' Willingness To Pay", *Marketing Letters* Volume 26, Issue 4, pp. 607-618. (SSCI)

Koçaş, Cenk (2015), "An Extension of Osuna's Model to Observable Queues" *Journal of Mathematical Psychology*. Vol.66, 53-58.(SSCI)

Yaprak, Attila, Tasoluk, Burcu and Koçaş, Cenk (2015), "Market Orientation, Managerial Perceptions, And Corporate Culture In An Emerging Market: Evidence From Turkey", *International Business Review*. vol. 24, issue 3, 443-456(SSCI)

Koçaş, Cenk and Dogerlioglu-Demir, Kivilcim (2014) ,"A Context-Dependent View of Anchoring: the Effect of Consumer Adaptation of Incidental Environmental Anchors on Willingness to Pay", *Advances in Consumer Research*, Volume 42, pp. 294-297.

Koçaş, Cenk and Dogerlioglu-Demir, Kivilcim (2013), "An Empirical Investigation of Consumers' Willingness-to-Pay and the Demand Function: the Cumulative Effect of Individual Differences in Anchored Willingness-to-Pay Responses", *Marketing Letters*. (SSCI)

Beyazıt, Mahmut and Koçaş, Cenk (2012) "Örgütsel Kültür ve Pazar Odaklılık Performansı: 'Kültür Tipi' ve 'Güçlü Kültür' Önermelerinin Türkiye'de Testi", *Yönetim Araştırmaları Dergisi*, Vol.12, No.1.

Koçaş, Cenk and Bohlmann, Jonathan (2008), "Segmented Switchers and Retailer Pricing Strategies," *Journal of Marketing*, Vol. 72, No.3, pp.124-142. (SSCI) (FT 50)

Koçaş, C. Irmak, M., and Duran, Y., (May 2008), "Pazarlama Kararlarına Pazarın Verdiği Tepkiler Nasıl Ölçülür?" *PI: Pazarlama ve İletişim Kültürü Dergisi*, cilt7, sayı 24, Bahar 2008.

Koçaş, Cenk and Kiyak, Tunga (2006), "Theory and Evidence on Pricing by Asymmetric Oligopolies," *International Journal of Industrial Organization*, Vol. 24, No. 1, pp. 83-105.(SSCI)

Koçaş, Cenk (2005), "A Model of Internet Pricing under Price Comparison Shopping" *International Journal of Electronic Commerce*, Fall 2005 , Vol. 10, No. 1, pp. 111–134. (SSCI)

Koçaş, Cenk (2004), "Price-Comparison in Electronic Markets and Implications for Homogenous Goods Retailers," *Bogazici Journal: Review of Social, Economic and Administrative Studies*, 17 (2).

Koçaş, Cenk (2004) "Online Price Competition within and between Heterogeneous Retailer Groups," *Proceedings of the Thirty-Seventh Annual HICSS*, January 5-8, 2004, Computer Society Press, 2004.

Koçaş, Cenk (2002), "Evolution of Prices in Electronic Markets Under Diffusion of Price-Comparison Shopping," *Journal of Management Information Systems / Winter 2002–3*, Vol. 19, No. 3, pp. 99–119. (SSCI) (FT 50)

Koçaş, Cenk (2002) "Prices in Electronic Markets with Heterogeneous vs. Homogenous Preferences for E-tailers," *Proceedings of the Thirty-Fifth Annual HICSS*, January 7-10, 2002, Computer Society Press, 2002.

Book:

Koçaş, C. and Aykaç, S. (2008), "Ekonometrik Rekabet Modelleme, Pazar Tepki Analizi ve Talep Tahmini", İstanbul Ticaret Odası Yayınları.

Research in Progress:

Kivilcim Dogerlioglu-Demir, Andy Ng and Cenk Koçaş, "'Fashionably' Late: Signaling Sociometric Status Through Conspicuous Consumption of Leisure Time"

Cenk Koçaş, Kivilcim Dogerlioglu-Demir, Zeynep Gürhan Canli, "The digit chunking effect: Would repetition outweigh left digit effects in pricing?"

Kivilcim Dogerlioglu-Demir, Andy Ng and Cenk Koçaş, "'Gracefully Yours: How graceful movements signal Emotional Intelligence'"

In the Press

"Pazarlamada Inovasyonun Beş Şartı", *Fortune Kobilere Sizin İçin Eki*, Temmuz 2011

"Yeni Hedef Ulaşılmayan Adresler" *Capital*, 1 Ekim 2009.

"İnternette Pazarlama," *VS.*, pp. 56–57, June 1, 2006.

"Türkiye'de Sigara Karşıtı Pazarlama," *PY*, pp. 42, February 1, 2006.

"Karlılığı En Çok Arttıracak Metot: Fiyat Kişiselleştirmesi," *Dünya Gazetesi*, pp. 13, August 14, 2006.

"80/20 Kuralının Gerçekten Sonu Geldi Mi?", *Turkish Time*, pp. 56–59, September 1, 2006.

Projects

Tubitak 107K1010 (2007-2009)-Econometric Modelling of Competitive Markets and Market Response

ITO-(2008) Ekonometrik Rekabet Modelleme, Pazar Tepki Analizi ve Talep Tahmini

TEACHING

Marketing Management, Marketing Research, Pricing, E-Commerce

Doctoral Dissertation Committees

Yusuf Soner, "Sales person – customer relationship analysis for sales force development"
Yeditepe University, Marketing, Ph.D. awarded 2009

Elif Sonmez, "Multinational diffusion theory : a macro level analysis" Michigan State
University, Marketing, Ph.D. awarded 2005.

TungaKiyak, "A framework for global corporations : the role of strategy, structure, leadership,
culture, and processes", Michigan State University, Marketing, Ph.D. awarded 2004 .

INDUSTRY EXPERIENCE

Sabancı Holding Future Forums, Academic Director2008-2012.

Future Forums is a Sabancı Holding initiative to improve the market orientation of Sabancı
GroupCompanies. Responsibilities include design and improvement of training programs,
measuring market orientation and providing academic support for improving and managing
marketing across Sabancı Group Companies.

Consulting relationship with Kordsa 2015-, Akbank 2014-2015, Akcansa 2008-2012, BIC:2007-
2008, P&G:2007-2008, Brisa:2005-2006, Gidasa:2005-2007, Danone:2005-2006,

SYS Telecommunications Inc., Istanbul, Design Engineer. Responsible for design and
implementation of Call Centers and Automated Voice Response Systems for Corporate
Clients. 1993-1994

EXECUTIVE EDUCATION

Has contributed to executive training programs offered by SU-FMAN, SU-EDU, SU-REF &
Akbank and Mediat.

Some companies with which executive education programs are carried: Sabancı Holding and
Companies, Borusan Holding and Companies, Eczacıbasi Holding and Companies, Turquality
Companies, Garanti Bankasi, Akbank, Hexagon Studio, Novartis, Dogus Group, Incitas,
Turkcell (Global Bilgi), Polisan, Havelsan, Arcelik, Kibar Holding, Akkok Holding and
Vestel.

ACADEMIC HONORS

AMA Doctoral Consortium Fellow (1999)

Krannert Research Grant for Dissertation Support (1999)

Procter & Gamble Fund Doctoral Student Scholar (1998,1999)

Hurriyet Foundation Scholar (1988-1992)

PROFESSIONAL AFFILIATIONS

American Marketing Association (AMA)

Institute for Operations Research and Management Sciences (INFORMS)